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Analysis on Supply Chain Management of Agricultural Products

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Abstract

This article has used the literature research method, the descriptive analytic method, qualitative analytic method and the case analytic method to analysis the problem of primary product supply chain. In this article, it summarizes the overseas is advanced experience, analyzes our country's primary product supply chain development present situation, and explores the way to solution extant question. The goal is, in the process of advancement agriculture industrialization, using the supply chain management to instruct the agricultural product and the circulation organization, and cultivates Leading enterprises of agriculture industrial production, strengthens the competitive advantage of the local agriculture characteristic industry, to increase the farmers' income stably.

1. Introduction

Supply chain is a new concept which forms in order to overcome the traditional enterprise management pattern, under the wave of Global manufacture and global economic integration in the late-1980s. It has manifested the new relationship which the modern enterprise competes and cooperates. At the same time, with the Industrialization degree unceasing enhancement of primary product's production, processing, circulation and so on, primary product supply chain become the main principal of the primary product operator gains the market competition superiority. The 21st century's primary product market competition will beyond the competition between the enterprise and the enterprise, the product and the product, and it will be replaced by the competition between the supply chain and the supply chain.

2. Current Situation and Existing Problems of Supply Chain Management of Agricultural Products in China

2.1. Current Situation of Agricultural Product Supply Chain Management in China

2.1.1. The Overall Momentum of Agricultural Development Is Good

Since the founding of new China, China's agriculture has undergone land reform, agricultural cooperation, rural people's communes and market-oriented reform, opening to the outside world and other institutional reform stage. The system of people's commune before 1978 and the system of purchasing and marketing of agricultural products, which severely bound the enthusiasm of farmers, led to the slow development of agricultural

production, the single agricultural structure and the long-term poverty in rural areas. 1978 China's reform and opening up first from the rural areas, the rapid expansion to all parts of the country and the national economy in various fields, agriculture has been rapid development. At the beginning of reform and opening up, due to the abolition of the people's commune system, the implementation of household contract system, greatly mobilized the enthusiasm of farmers. From 1978 to 1984, the actual annual growth rate of grain production in China reached 5%, and the fruits and vegetables were 7.5% and 7.2% respectively, while that of cotton was 19.3%, far exceeding the growth rate in the 1960s and 1970s. The mid-1990s, the pattern of China's agricultural supply and demand has changed fundamentally, moving from a long-term shortage of the total balance to surplus harvest, substantial growth in per capita consumption of food, and agricultural development has entered a new stage [1].

2.1.2. Agricultural Products Logistics Is Big and Wide

Agricultural products logistics according to the characteristics can be divided into food crop logistics, economic crop logistics, forest product logistics, animal products logistics and marine products logistics. China's regional distribution of agricultural products and consumer demand for national and international, is the formation of agricultural products at this stage an important prerequisite for logistics. Quarter production, annual consumption; primary production, the national consumption. The north of the

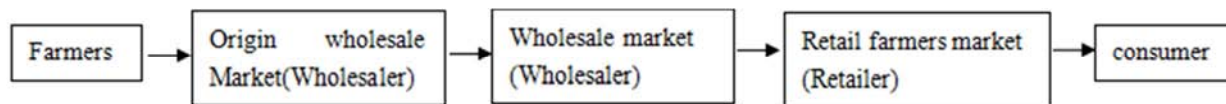


Figure 1. China's current supply chain of agricultural products.

2.1.4. Agricultural Logistics System Gradually Improved

With the further of reform and opening up, China has emerged a variety of agricultural products logistics subject. In addition to the original state-owned commercial enterprises, supply and marketing cooperatives, agricultural products logistics industry in private enterprises, joint-stock enterprises and other enterprises have also developed. In particular, agricultural industrialization leading enterprises in the development of agricultural products logistics has played a positive role. At the same time, rural production and management of large, professional associations, professional field (station), professional cooperative economic organizations have a faster development. And it gradually formed a set of organizational links, which is from the production, acquisition, circulation processing, transportation, storage, handling, handling, packaging, distribution to the sale. However, many of the participants are in the small size, poor joint, and the degree of organization is not high.

production of food to be shipped to the south, the South of vegetables, fruit to be sold to the north; west of the east coast of marine products, east of the textile industry needs west of cotton. With the increase in agricultural output, merchandise volume and consumption, China's agricultural products are growing and the complexity is high.

2.1.3. The Reform of Circulative Organization of Agricultural Products Is Relatively Complex

China's agricultural products circulation is mainly through a large number of farmers, origin and wholesale market wholesalers, retail farmers market retailers and consumers of the supply chain for the entity flow. China's current agricultural supply chain is shown in figure 1.

The main body of the farmers is mainly scattered small farmers, and in the economically developed areas there are some large-scale farmers union, intermediate agency links, not only the types of cooperative organizations, but also a variety of different sizes of private acquisition agency; Wholesalers and distributors of wholesalers are mainly the main variety of agricultural products wholesale market as the core of the buyers and sellers groups; the situation of the retailers is the most complex, including a variety of farmers market, the size of the supermarket and integrated retail stores and stall sales [2]. In addition to the traditional way of trading, in recent years, futures, auctions, orders and other new forms of transactions have emerged, and chain operations, distribution and online sales, etc. have also developed.

2.2. Problems in Supply Chain Management of Agricultural Products in China

Although a large number of scholars and enterprises in our country have begun to pay attention to the management and practice of agricultural product supply chain management, the government has also given support and input about policy and infrastructure construction. However, due to the complexity of agricultural products supply chain, Chain management still has the following main problems and obstacles, seriously restricting the industrialization of agricultural products and international development.

2.2.1. The Supply Chain of Agricultural Products Is Not Mature

The operation of the supply chain of agricultural products depends on the interests of the various stakeholders for the common goal and sincere cooperation, reducing transaction costs. In China's current agricultural supply chain, farmers in the decentralized conditions, the market transaction costs are high, and it is difficult to share the benefits of agricultural supply chain operation. And there is an incompatibility and

conflict between the organization and the trading partners, each member is paying too much attention to their own interests, and rarely consider the common interests from the overall perspective.

2.2.2. Lack of Strength of the Core Business

In the process of building the supply chain, there is always a business (which can be a manufacturer, distributor or retailer) as the initiator, becoming the core of the supply chain. Therefore, it can be said that the supply chain is built around the core business, and this structure contributes to enterprises to reach a cooperation agreement, reducing transaction costs and improving the efficiency of the supply chain. However, at present, China's real large-scale core business is still very little, radiation is narrow, and moving farmers capacity is limited. China's agricultural products industry manufacturers, distributors or retailers lack of group, large-scale and information technology, marketing capacity, can not meet the needs of the supply chain system development, and it is difficult to play the role of the core business [3].

2.2.3. The Supply Chain Management of Agricultural Products Is Lack of Uniform Standards

The lack of uniform standards for the supply chain management of agricultural products. The supply chain management of agricultural products involves the three industries of agriculture, industry and commerce. The standards and principles of the nodes in the industrial environment, the starting point of the strategy, the information transmission, the logistics system and so on are inconsistency, which is not contributing to the formation of alliance partner and monitoring of agricultural products safety and quality.

2.2.4. Logistics Development Needs to Be Improved

The logistics process of agricultural products includes transportation, packaging, handling, storage, circulation processing, distribution and other sectors, and each link is facing the technical assurance and management optimization issues. Logistics information transmission means is out of date. The process of logistics management in agricultural industrialization is backward, lacking the accuracy and timeliness data, and the product circulation time is prolonged, which leads to the coexistence of goods and goods in the supply chain in the same period, which seriously affects the whole supply chain of the main body to corrective decision; it is difficult to quickly meet the needs of consumers. Transport and distribution are backward. Agricultural products, whether raw materials or finished products have a biological characteristics of the transport, delivery conditions is more high relative to other products, and generally need to cold chain for distribution. However, China's agricultural industrialization in the transport mode backward, the cold chain transport a small proportion, resulting in that product quality is difficult to guarantee. Of course, the destination of agricultural products is different, the distance is different, the goods are different, and the management problems in the

transportation process are different. But the results are the same, to varying degrees caused by the decline in product quality, weakened the competitiveness.

3. Some Suggestions on Solving the Above Problems

China's agricultural enterprises in order to develop in the future in an invincible position, we must strengthen the supply chain management system to improve the market competitiveness of related agricultural products.

3.1. Theoretical Analysis

3.1.1. Attach Importance to the Support of the Organizational System

(1) Fully marketed enterprise organization

China's agricultural supply chain in order to have a great development, there must be a modern circulation, supermarket systems, logistics and distribution, transportation, information, warehousing and other aspects of the specialized business enterprises. In the same supply chain between the different links, with comparative advantages of the enterprise to achieve complementarity, so that the overall supply chain to enhance the comprehensive function. The combination of agricultural enterprises and supply chain has produced far more comprehensive than the individual and the comprehensive competitiveness, which is beneficial to these enterprises in the market competition "baptism", "common survival" to avoid "common elimination" in the market competition in the advantage status.

(2) Farmers' Cooperative Organization

As developing agricultural industrialization management, focus on projects, funds, policies, and guide farmers to organize in accordance with economic laws, so that farmers in the process of profit to nurture their own organizations. Through the cooperation of farmers, strengthen the relationship between farmers and enterprises and the market, not only play the agricultural family operating costs are low, well-off production and management advantages, but also make up for small-scale farmers is difficult to adjust the structure, difficult to connect the market, it is difficult to obtain post-mortem profit defect [4].

(3) Government organization

The role of the government is mainly to create a favorable external environment for its development. The government should plan and optimize the industrial structure, create a relaxed and appropriate environment, in particular, need to promote the powerful combination, asset restructuring and scale management of laws, regulations and policy system to ensure the gradual operation of the market to the standardization of the rule of law, Give full play to the advantages of the supply chain. Learn from foreign experience, first of all, the establishment of specialized administrative agencies, to provide a variety of services, development and implementation of the relevant government policies and regulations. Second, the government should strengthen the

rural infrastructure construction, such as transportation and information network facilities, so that logistics management, information transmission can be successfully launched. Thirdly, the government should aim at the public characteristics of the current agricultural market information and the material basis and technical force of agricultural informatization in the vast rural areas, bear the important task of agricultural informatization, establish the information consultation and exchange system, and build the agricultural industry chain information network which should be given guidance and support. And then establish and improve the quality of agricultural products standard system, improve the quality control of agricultural products, improve the development of agricultural products supply chain environment.

(4) Establish Strategic Partnership for Agricultural Product Supply Chain

In order to solve the conflict of members in the supply chain, we should establish a new strategic alliance mechanism of cooperation, trust and win-win, so as to obtain the maximization of the whole interests of the agricultural supply chain [5]. The establishment of a strategic partnership of agricultural supply chain can reduce the total cost of the supply chain, reduce the inventory level in the supply chain, enhance the level of information sharing, improve the exchange between each other, maintain the strategic partners to operate with each other consistency and generate greater competitive advantage, which achieves the improvement of the financial status, quality, production, delivery, customer satisfaction and performance of the supply chain nodes. The establishment of strategic cooperative relations between enterprises in agricultural products supply chain can guarantee the overall competitiveness of agricultural products supply chain.

3.1.2. Cultivate the Core Business

In the process of agricultural product supply chain management, it is necessary to establish a leading core enterprise with strong leadership ability, cohesion and management ability to promote the centralized and optimal allocation of resources. At the same time, in the process of agricultural industrialization, agriculture-related enterprises are also linked to the market and agricultural collective, individual farmers bonds, the strength of its economic strength and the ability to drive the size and broad market development, directly determines the agricultural industry. The scale and effectiveness of the operation. The core of agriculture-related enterprises should be the choice of those who produce large-scale, broad market development, high level of technology, can continue to innovate, export-oriented large and medium-sized enterprise groups, treating them as the carrier of agricultural products processing, driving rural economic take-off. At the same time, their regional layout should be reasonable, where the industry-related effects, can drive a number of related industries and the overall level of regional economic development. The main measures to develop the core enterprises are: Increase the core enterprises

preferential policies to attract guide the social capital to enter the agro industry. Increase investment efforts, so that existing enterprises in a wider space to seek concessions, rapid development, so that part of the region to take the lead in a breakthrough. To solve the financial support of agricultural industrialization enterprises holding problems; agricultural production acquisition affected by the seasons, a large amount of funds in the country. Grain system reform and the current agricultural policies and regulations issued under the condition of mixed ownership and foreign enterprises, it is very difficult to obtain the state policy banks a lot of financial support, become a bottleneck restricting the development of enterprises. The core of agricultural products to encourage corporate restructuring, mergers and acquisitions, the promotion of small and medium-sized enterprises to take the road of joint development.

3.1.3. Strengthen the Standardization Management of Agricultural Product Supply Chain

In the agricultural supply chain management, the nodes of the enterprise should abandon the "big and complete", "small and complete" mode of operation, take the specialization, intensive, large-scale road. In the production to vigorously promote the standardization of agricultural production, the standardization throughout the prenatal means of production selection, production in the cultivation, feeding and other technical regulations and postpartum processing, packaging and product quality inspection, the entire process of agricultural production into a standardized, standardized Track, to achieve the quality of agricultural products. At the same time, in order to ensure the smooth flow of products, product classification, coding, logistics terminology, metering data transmission, logistics operations and services should be standardized, with a unified standard to standardize the operation of the participants is to improve the quality of the key to ensuring safety [6]. In addition to the Ministry of Health is responsible for food hygiene supervision and management, the Ministry of Agriculture is responsible for the management of agricultural product quality and safety, the Ministry of Commerce is responsible for the circulation of food safety management.

At present, the Chinese government is to strengthen the legislation, strengthen the daily market supervision and policy support to enhance China's food supply chain Continued. The State promulgated and implemented the Law on Quality and Safety of Agricultural Products in 2006, and the Measures for the Administration of Food Safety in the Circulation Area came into effect on May 1, 2007. The Ministry of Agriculture has formulated special measures to strengthen the capacity building of quality and safety of agricultural products. According to the "National Food Industry" Eleventh Five-Year "Development Plan", China will promulgate the "Food Safety Law", the construction of food safety credit system, strengthen the food industry and agricultural joint, establish and improve the national food professional logistics and transport system, encouraging the development of food

processing industry.

3.1.4. Strengthen Logistics Management

(1) In the process of seed production, production, processing, storage, sale, sale and consumption of agricultural products, the requirements of preservation, refrigeration and packaging of agricultural products are high, which requires that the logistics system of agricultural industry chain must be convenient and complete. Agricultural logistics management also to design a specific logistics system, such as supermarkets in the sale of fresh milk, frozen meat and other products, need to establish a special cold chain logistics system.

(2) Develop the third party logistics

Due to the global development of the supply chain, the problems of various enterprises in the capacity and venue constraints, the lack of expertise, labor problems, mergers and mergers, new products and markets, changing customer service and other issues first caused the third party logistics The demand. Third-party logistics refers to the logistics service provider, the demand side of the third-party logistics operation, so as to improve the supply chain process, it has long-term, alliance, collaboration, benefit sharing and risk sharing characteristics [19]. China's third-party logistics enterprises smaller, and still transport, storage and other basic logistics business-based, processing, distribution, customized services and other value-added services is still in the stage of development and improvement. China should learn from foreign experience, according to the specific agricultural chain to establish the corresponding logistics chain system, to further deepen the circulation system reform, through the socialization of agricultural products circulation, group, modernization and standardization, the establishment of third-party logistics enterprises as the leading socialization, of the agricultural products service system. On the one hand, actively cultivate large-scale third-party logistics enterprises and enterprise groups, making it a model of China's modern agricultural logistics industry development and integration of small and medium-sized logistics enterprise resources; the other hand, the government to give third-party logistics enterprises necessary support and policy Concessions, such as in the national policy of funding within the scope of the government to give agricultural logistics enterprises a certain amount of credit support, tax relief and so on [7].

3.1.5. Establish Information Network Platform for Agricultural Product Supply Chain Management

China in the agricultural product supply chain management process, should rely on the computer network and information technology support, establishing a unified information network platform, the original separation of business flow, logistics and procurement, transportation, warehousing, agents, distribution and other links closely linked, The farmers, suppliers and wholesalers retail terminals, customers together to form a complete supply chain, in order to achieve all aspects of agricultural logistics real-time tracking, effective control and full management, to achieve resource sharing, information sharing.

(1). Application of EDI technology.

EDI is an important tool for supply chain enterprise information integration, an effective means of exchanging information among partners. Through the EDI technology, enterprises in the supply chain of agricultural products can realize the automatic collection and exchange of data, establish a unified collection, distribution and distribution system of information supply and demand, trade and price and food security information and so on, so as to achieve the whole Resource sharing on the supply chain, sharing information, improving productivity, reducing costs and improving customer relationships and responsiveness.

(2). Actively promote the application of e - commerce.

E-commerce is the direct product of Internet development, and network technology is a comprehensive application of the new direction of development. The Internet itself has open, global, low-cost, high-efficiency features, also has become the inherent characteristics of e-commerce. The rapid development of e-commerce poses new challenges to the supply chain of agricultural products and the establishment of an efficient supply chain integration system in the supply chain to ensure that the products can flow continuously from the suppliers to the end users. Through the Internet customers can directly face the seller and get personalized service, the use of e-commerce to shorten trading hours, reducing operating costs, improving the overall performance of the supply chain.

3.2. Case Study of Guangming Food Group

Bright Food (Group) Co., Ltd. (hereinafter referred to as "bright food group") is in Shanghai municipal government, with the support of the August 8, 2006 by the Shanghai Yimin Food Factory (Group) Co., Ltd., (Group) Co., Ltd., and Jinjiang International (Group) Co., Ltd., the Group's existing business system covers agricultural cultivation and breeding, food processing, wholesale distribution and retail Industry, with a more complete food industry chain, one of the Group's largest resource advantage is to have a relatively complete portfolio of business chain format, the basic form of Shanghai as the center, covering the East China region's retail market network system; radiation national food distribution Network system; regional, multi-level, distribution of a strong logistics and distribution system. In the years of operating practice, the Group's commercial circulation plate take the initiative to assume the state-owned food industry group in the development of agricultural industrialization to lead the demonstration, radiation-driven role, through the integration of 123 industrial development, organization and integration of related resources, Extension of the agricultural industry chain, in the provision of integrated services to develop their own at the same time, to promote the Shanghai suburbs and other areas of farmers and agriculture to participate in market competition and make due contributions. The main driving mode has:

First, "retail terminal + base + farmers" model, represented by agricultural and industrial supermarkets. Agricultural and commercial supermarkets since its inception in 1993, persist

on the "agriculture-based", "people-oriented", the implementation of dislocation competition, forming a agricultural and sideline products-oriented operating characteristics. In 2006, agricultural and sideline products sales of agricultural and sideline products reached 7 billion yuan each day to sell 30000 roast chicken, 200 tons of rice, 200 tons of eggs, chilled pork annual sales of more than 350,000. With the expansion of the scale of agricultural and sideline products, agricultural and industrial supermarkets not only in Jiangsu, Zhejiang, Jiangxi, northeast to establish agricultural products Dingzao production base, and the procurement center extends to the local famous agricultural products, further stimulate the development of local farmers characteristics of the economy, the current company In the country to participate in industrial management of various types of farmers has reached 250,000, the total income of farmers has exceeded 20 billion.

Agricultural and industrial supermarkets to "order agriculture" way to the inside and outside of Shanghai agricultural and sideline products production base perennial procurement, purchase price agreed by the contract, the base on demand production, supermarket sales, annual contract, daily business in accordance with the order stable listing, Settlement. In order to better support and support the rural, farm and production and processing base of industrial development, the company also adopted the following measures: First, the primary agricultural and sideline products to avoid the entry fee; second is to shorten the cycle; How to fluctuate the price, once the agreed price, business risk by the agribusiness supermarket to bear, according to the contract; Fourth, in the financial support and support the production and processing base for the improvement of processing technology, the introduction of processing equipment, such as rice processing equipment.

In promoting production and marketing cooperation, companies open up the industry chain specific ways are: (1) the establishment of base, Dingpai operating agricultural and sideline products. Such as rice, eggs and other bulk agricultural and sideline products. (2) the establishment of local sales relations, please business enterprises have the strength of the agricultural and sideline products set up agricultural and sideline products counters in the shop, operating characteristics of agricultural and sideline products. (3) country sets up agricultural and sideline products procurement station, the implementation of remote procurement, the national procurement of agricultural and sideline products, Dingpai processing into the agricultural and industrial supermarket sales network. (4) the establishment of agricultural and sideline products processing center, specializing in the production of soy products, cooked food, pickled products, and fast clean vegetables [8].

Agricultural and industrial supermarket "order agriculture" model implement fixed-point production, quantitative acquisition, Dingpai packaging, unified processing, unified pricing, and unified sales, that is, "three-way", and from the market demand, from the variety, processing, packaging it will give substantial guidance, break the form of simple

product purchase and sale, give farmers large-scale agricultural production, improve income to eat "reassurance"; and from the perspective of agricultural and industrial supermarkets to achieve a stable quality, stable supply, thus achieve the business and farmers win.

Second, the "wholesale distribution business + factory + base + farmers" model, regard the Oriental Lead Wine Co., Ltd. as the representative.

Oriental Lead Sugar Wine Co., Ltd. is based on the traditional sugar circulation trade, business model successfully transformed into the industrial chain of sugar management enterprises, and explore the formation of a set of resource control, network development, modern logistics, futures and e-commerce, international trade as a whole "Five in one" of the sugar industry innovation and development model. Implement the "control of resources, control logistics, control network" strategic initiatives, form the north and south distribution, coastal wiring strategic situation, and built the nation's largest sugar management internet. In 2006, the Oriental pilot sugar sales are more than 1.5 million tons, and are more than 6 billion yuan. The implementation of the industry chain driven by the specific approach is:

(1) Achieve business linkage in controlling the network resources, Oriental pilot explore the advantages of Guangxi sugar industry resources and Shanghai commercial capital, network advantages of complementary, sharing, products and networks, resources and market joint and alliance through the investment holding Guangxi Shang Shang Sugar Company. Through commercial and industrial linkage, it completely solve the problem of sugar sales, and achieve a reasonable division of business and industry. It spent five years to solve a total of nearly 600,000 tons of sugar sales, driving the Shangs County, Guangxi 6 townships 2 million households cane farmers development of sugarcane cultivation and production. At the same time, it solved the oriental pilot national network development of resources, and achieved mutual benefits.

(2) Implement industrial chain business strategy, and enhance the ability to drive. Oriental pilot in the Chinese sugar industry creates a 123 industrial mutual sugar industry development path, explore the formation of the "circulation enterprises + industrial enterprises + base + farmers" industrial chain business model, and according to the actual operation of adjust and improve the operating mechanism "market guide enterprises, enterprises drive base, base drives farmers, ". The company forms sugar cane planting linkage mechanism with the town of Shangs County, including underwriting, solve the sugarcane worried about. With the expansion of the size of the pilot enterprises in the East, the sharp increase in demand for sugar, planting area continues to expand, raw material base were from 16 million mu in 2001 and increased to 37 million mu in 2007, the total amount of raw materials were from 2001/2002 season of 637,000 tons, and increased to 2005/2006 crop of 1.14 million tons.

(3) Take the initiative to nurture agriculture, and drive farmers to increase income. Companies focus on "sugar-based" strategic thinking, by increasing the base of raw sugar cane construction, and cultivate the development of

sugar cane resources, in 2001 it invest a total of 73.29 million yuan to support the base construction funds, of which 35.11 million yuan are free funds. The company is the base, and the cane farmers provide the whole chain of industrial chain services, scientific selection breeding, release expansion subsidies, preferential allocation of seedlings, carry out sugarcane technical guidance and training, credit sales, provide pre-paid transport, implement sugar cane linked to the "measures to protect the acquisition of funds in a timely manner and effectively protect the economic benefits of sugarcane farmers, 2005/2006 crop season only sugar cane cultivation for farmers generates 330 million yuan, which really practices " industry nurturing agriculture ", and embodies the" Three rural "policy.

Third, the new exploration of urban vegetable industry chain integration model.

Shanghai City Agricultural Trading Co., Ltd., the early 90s of last century, which produce export vegetables started. Currently, it produces and sales of 100,000 tons of vegetables, the company exports the amount of vegetables exported to Shanghai, about 36% of total exports of vegetables. Since 2001, according to China's accession to the WTO after the international trade environment changes, the company proposed to carry out the strategic transformation of the export, but has not explored an effective domestic business model. Bright Food Group uses the city to build and promote the standardization of the opportunities of the farms after the reorganization, and introduce modern chain operations elements, by the extension of agricultural production enterprises to do the circulation, vigorously expand the "urban vegetable garden" project. It envisaged: First, from the perspective of social responsibility of the light food group, explore the formation of the group from the "head to the table," the whole industry chain integration services new business model, service "three rural", promote farmers to increase income; Angle, through the brand, chain, large-scale operation, for urban consumers to provide safe and secure agricultural and sideline products, food. For more than half a year, the urban garden has integrated the agricultural and sideline products and foodstuffs of the 25 brands inside and outside the group (including 11 inside the group). The company has explored the formation of specialty stores, integrated stores, community stores and store stores [9]. More than 70 stores, To guide the distribution of market-oriented concept and the "vegetable", both promote its own core base to optimize the structure, industrial upgrading, at the same time, it should regard Shanghai as the center, from south to north "migratory birds" production base layout, production base is from south to Fujian Province, and north has been extended to Liaoning, Heilongjiang Province, which led the extension of 50,000 acres of base and for 10,000 farmers each year bringing new income of 30 million yuan. Its goal is to develop into a chain of retail retail integrators, and it is another important distribution channels for a group of brand food.

Bright Food Group is the only one in Shanghai, one set of two or three industries as one of the large enterprise groups, after full brewing and research, it proposed the bright food

group's strategic positioning is to gradually develop into a leading domestic, with well-known brands and core technology, and comprehensive integration ability of the strong food industry group. In order to further improve the state-owned economy on the development of agricultural industrialization control, influence and driving force, bright food group will regard its commercial circulation plate as the guide, strengthen the comprehensive integration of capacity-building with the system, strengthen the "leading" function, enhance the allocation of social resources and integration capabilities through property rights, contracts or other mechanisms for coordination and cooperation, deal with their own development and service of others, and deal with the "internal circulation" and "outside the cycle" relationship. In a wider range of platforms, it open up one or two food industry chain link, through the integration of the development of one or two industries, and in the suburbs to connect farmers, serve the public, integrate resources in the country and service nationwide [10].

4. Conclusion

The establishment and development of agricultural products supply chain suitable for China's national conditions is the inevitable choice to improve the quality of agricultural products in China, enhance the competitiveness of agriculture and promote the sustainable development of agriculture. We should fully absorb the experience of drawing on foreign countries, at the same time according to China's specific national conditions, to explore a suitable for our own agricultural supply chain management approach. Deepen the mutually beneficial cooperation between the nodes in the supply chain, the government, enterprises, farmers multi-party coordination, to establish a fast and efficient agricultural products circulation network, to achieve information sharing, to achieve win-win objective.

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